

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #468800
Mr. R. Honahan
NORTH COUNTRY CANDY & TOBACCO

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Rick:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 8 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

Promoted Product	Brand Styles	UPC Code
1	Doral Light	12300-24698

Product / Premium Arrival: January 5, 1998

Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)

<u>SKU CUBE:</u>	0.4965
<u>SKU WT (w/o Product):</u>	1.5625 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	\$151.80

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-2-

\$1.00 2-Pack Tear Tape
NORTH COUNTRY CANDY & TOBACCO

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Four cartons should be placed in Counter Display and shipped to retail.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$4.90 (.35 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
L. E. MacWilliams
Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 6
 DATE: 97-11-10
 TIME: 08:34 AM

WHOLESALER : 468800 NORTH COUNTRY CANDY <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162201	162239	089125	MAIN STREET MOBIL	CORNER MAIN & MIN CANTON		NY	13617	1				(315)386-8652	
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	1				(315)782-9754	
162201	162239	347244	M & M MARKET	23 HAILESBORO ST	GOUVERNEUR	NY	13642	1				(315)287-2978	
162201	1622323	530068	SEVEN TO ELEVEN M M	3358 ROUTE #3	SARANAC	NY	12981	1				(518)293-1140	
162201	162239	748793	GOLD STAR DELI	343 ARSENAL ST	WATERTOWN	NY	13601	1				(315)782-6151	
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039	
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 & COLTON		NY	13625	1 NYS				(315)262-1100	

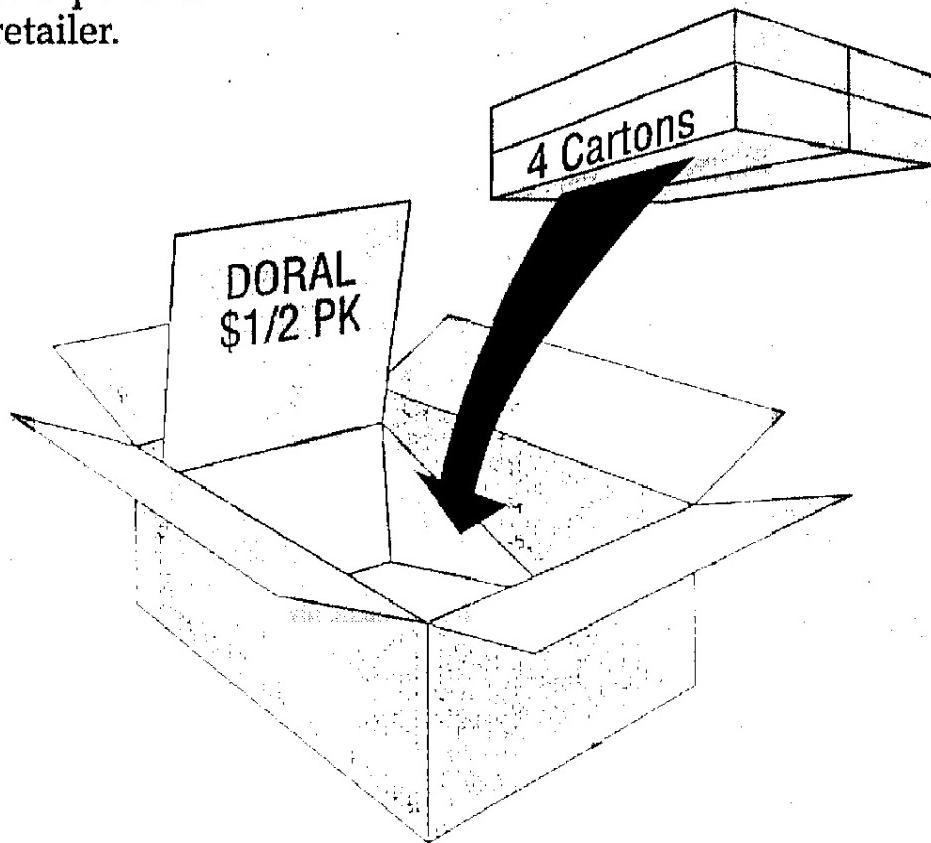
PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 7

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 7

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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January DORAL \$1.00/2 PK****(\$1.00 off 2 packs—Pack Outlets, CTS Pack)****STEPS**

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets
535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be/
shipped to all locations

Brand Style	Light	Light 100	Light MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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